BREAK ALL RECORDS

Retailers in The South Offer mendous Increasing Demand

GEORGIA

Atlanta, Ga. THE AMERICAN TOBACCO CO., NEW YORK: I wish to congratulate you on the increased sale of TUXEDO tobacco, as my sales are showing a wonderful increase daily on this brand, TUXEDO. It goes to show what quality will do when you get it before the public like you have been discovered.

have been doing.

J. N. HIRSCH.

Americus, Ga. THE AMERICAN TORACCO CO., NEW YORK:

I am pleased to advise that TUNEDO is showing the largest increase of any 10c, tobacco WINDSOR HOTEL CIGAR STAND,

Macon, Ga.

Chas, W. Rogers, Mgr.

THE AMERICAN TOBACCO CO., NEW YORK: TUXEDO is showing the largest increase of any ten-cent seller in our store.

LOH'S TOBACCO CO., INC. Julius L. Loh, Mgr.

Macon, Ga.

THE AMERICAN TOBACCO CO., NEW YORK: We are pleased to advise that there has been a marked increase on the sale of TUXEDO tobacco with us for the past sixty days. We believe this brand is giving entire satisfaction and that its growth will continue.

PALMETTO PHARMACY, E. G. Jacobs, Prop.

for Pipe and Cigarette

KENTUCKY

THE AMERICAN TOBACCO CO., NEW YORK:

THE AMERICAN TOBACCO Co., NEW YORK:

THE AMERICAN TOBACCO CO., NEW YORK:

TUXEDO tobacco deservedly enjoys an enormous sale in each of our six scands. It is giving entire satisfaction to our trade, and is making new friends every day.

THE TAYLOR-MADE CHAIN DRUG

STORES.

We are pleased to inform you that after checking up our business for the last six months,

we find TUXEDO tobacco has shown a remark-

TAYLOR-BENNETT DRUG CO.,

519 W. Broadway, Louisville, Ky.

MRS. JOHN R. ROSE.

Louisville, Ky.

E. H. Bennett, Mgr.

Louisville, Ky.

H. A. Taylor.

I have found TUXEDO to be increasing in sales to a great extent for the past four months. GEORGIA - Continued

Atlanta, Ga. THE AMERICAN TOBACCO CO., NEW YORK. TUXEDO tobacco for the past sixty days has shown a wonderful growth in all my five

CRUICKSHANK CIGAR COMPANY, C. Cruickshank, Pres.

THE AMERICAN TOBACCO CO., NEW YORK: It gives us pleasure to inform you that the sale of TUXEDO smoking tobacco has favorable increased with us.

> MIDLAND PHARMACY, A. L. Mack, Mgr.

THE AMERICAN TOBACCO CO., NEW YORK: We are pleased to say that TUXEDO has shown a remarkable gain for the past months. THE BRUNNER DRUG CO., C. E. Brunner, Vice-Pres. & Gen. Mgr.

THE AMERICAN TOBACCO CO., NEW YORK: I am glad to say that TUXEDO has shown a most remarkable increase in the past few J. F. HERRING.

Americus, Ga.

Macon, Ga.

THE AMERICAN TOBACCO CO., NEW YORK: This is to advise that TUXEDO is now our best seller in a 10c. tin. SOUTHERN RESTAURANT,

KENTUCKY - Continued

Am glad to advise that TUXEDO is making the most noticeable increase of any tin

WASHINGTON, D. C.

TUXEDO shows a steady increase in sales,

THE AMERICAN TOBACCO CO., NEW YORK:

WASHINGTON TOBACCO COMPANY,

THE AMERICAN TOBACCO CO., NEW YORK:

is increasing every day on TUXEDO.

This is to certify that I am now selling more 10c. tims of TUXEDO tobacco than any other brand of 10c. goods, and I find that the trade

NORTH CAROLINA

and is one of our best 10c. sellers.

ARCADE CIGAR STORE.

THE AMERICAN TOBACCO CO., NEW YORK:

Padueah, Ky.

Fred. Kopf, Prop.

Washington, D. 3.

F. W. Plugge, Sec'y.

Charlotte, N. C.

W. W. DAVIS.

Per W. C. Witte.

GEORGIA - Continued

Atlanta, Ga. THE AMERICAN TOBACCO CO., NEW YORK: I can see a great improvement in the sale of TUXEDO tobacco. You can't hold back a piece of tobacco that has the goods in it like TUXEDO. I take great pleasure in recommending it to my friends and customers.

JAMES SHARP.

Americus, Ga. THE AMERICAN TOBACCO CO., NEW YORK: I am pleased to advise you that TUXEDO smoking tobacco is now our best seller in 10c.

> HOOKS PHARMACY, W. G. Hooks, Sec'y & Treas.

> > Athens, Ga.

THE AMERICAN TOBACCO CO., NEW YORK:

I want to state for your information, that it is wonderful what strides TUXEDO has made in the last few months. We are now handling at least ten times as much as we did six months ago.

> TALMADGE BROS. & CO., Per J. E. Talmadge, Jr.

> > Athens, Ga.

THE AMERICAN TOBACCO CO., NEW YORK: It is remarkable how TUXEDO has grown since last July. We are now buying TUXEDO eighteen or twenty gross at a time.

W. J. ADAMS & BROS.

Montgomery, Ala. THE AMERICAN TOBACCOCO., NEWYORK:

We are very much gratified to note the steady increase TUXEDO tobacco is making in this territory. There has been a continued increase in the sales of TUXEDO with us.

WINTER LOEB GROCERY CO.,

WEST VIRGINIA

Bluefield, W. Va.

THE AMERICAN TOBACCO CO., NEW YORK:

This is to certify that TUXEDO is increasing nicely in our territory. Our increase for the past four months has been approximately

> BLUEFIELD GROCERY CO., R. E. Lazenby, Mgr.

> > Hinton, W. Va.

THE AMERICAN TOBACCO CO., NEW YORK: A recent review of our sales of tobaccos in TUXEDO: in fact, it is now leading and the present demand is steady, with new friends made daily.

We hear a great deal of favorable comment on TUXEDO.

McCREERY CIGAR STORE, By E. P. McCreery.

FLORIDA

Jacksonville, Fla.

THE AMERICAN TOBACCO Co., NEW YORK: In the past six months, our sales of TUX-EDO have increased at least 200 per cent, and are still growing, which is proof that quality tells. We know TUXEDO has the quality and stand back of every package we sell. LEE T. MOORE & CO.

Jacksonville, Fla.

THE AMERICAN TOBACCO CO., NEW YORK: There has been a phenomenal increase in the sales of TUXEDO in our territory during the past six months. We have had numerous expressions from our customers in regard to the high quality of this tobacco.

C. M. LEWIS CO. By C. M. Lewis.

11 Main Street, Jacksonville, Fla. THE AMERICAN TOBACCO Co., NEW YORK: I want to take this opportunity to advise you that our Christmas trade on TUXEDO in-creased materially, and TUXDEO is now our

popular seller.

TOM DOZIER.

ALABAMA

Per V. Loeb.

Per John O. Barry.

25 Dexter Avenue, Montgomery, Ala. THE AMERICAN TOBACCO CO., NEW YORK: TUXEDO smoking tobacco has shown a wonderful increase in the past few months, and is one of our leading smoking tobaccos. MCGEHEE BROS. DRUG STORE,

THE AMERICAN TORACCO CO., NEW YORK: TUXEDO is one of our best sellers in 10c. tin tobacco, and our trade on it is increasing every day.

B. N. SALIBA & CO.,

By B. N. Saliba. Montgomery, Ala. THE AMERICAN TORACCO Co. New Yorks

We are glad to inform you that TUXEDO is showing a wonderful increase, and is now our leading seller in 10c, tins,

EXCHANGE DRUG CO., Z. C. Lewis, Pres.

114 Dexter Avenue, Montgomery, Ala. THE AMERICAN TOBACCO CO., NEWYORK: I wish to say that the sales on TUX-EDO have steadily increased in this locality for the past three months. No other brand has shown anything like the increase that TUXEDO has,

THE JOY SHOP, Carl G. Joy, Prop. YOU CAN BUY TUXEDO **EVERYWHERE**

THE AMERICAN TOBACCO CO., NEW YORK.

Fourth Quarter.

ness on Tuxedo during the would indicate a very large busiwe congratulate you upon the splendid quality of

PHILLIPS TRAWICK COMPANY

Arch Trawick.

Tuxedo during the year 1916 with this Company.

Yours for the good splendid quality of

Gentlemen:
We have before us the sales record of 1915 for our Smoking Tobaccos:
You herewith the showing made

Tuxedo

Tobaccos:

Tuxedo

Tuxedo

Other brands 35%

Other brands 39%

Famous green tin, with gold lettering, curved to fit pocket 10c

In Glass Humidors, 50c and 90c



Made in Louisville, Ky.

THE AMERICAN TOBACCO CO. NEW YORK Contemen:

Company want to take application of the demand for it has been increasing by leaps and the past of the B or 10 months.

Brade and for it has been increasing by least and the success in the world, and trusing that Wishing tobaccos.

The past we begin to temain, will keep advancil CONSOLIDATED GROCERY COMPANY H. W. Clark, Asit Seis and Treas

W. VIRGINIA I KENTUCKY I FLORIDA A



Tuxedo has been widely imitated, but no imitation ever equals the original. Other manufacturers have imitated the Tuxedo name, the Tuxedo tin, invented imitation "processes," but they cannot imitate Tuxedo tobacco successfully, because the secrets of the "Tuxedo Process" are known only to the manufacturers of Tuxedo. TOBACCO COMPANY